



# Big Mapping Program In Operation

OTTAWA—Surveying and mapping teams are now mapping the entire country across Canada, from the north to the south, in a big mapping program.

The summer program of the survey and mapping branch of the Department of Mines and Technical Surveys is the largest ever undertaken. Surveys using new-type electronic aids rushed to keep ahead of the expanding development of the country's natural resources.

Mines and technical surveys minister George F. Gurnea announced details of the program.

To keep abreast of expansion, he said, new techniques have been employed. Electronic devices such as radar altimetry to measure ground profiles from aircraft, and Shoran to measure cross-country distances with speed and accuracy are coming into increasing use. Helicopters are now almost routine equipment.

The 78 parties included 16 geodetic, 46 topographic and 37 legal survey teams. They were to be spread from the north coast of Newfoundland to the south coast of British Columbia.

In addition, 16 ships were assigned to undertake hydrographic surveys of coastal and inland waters.

Geodetic surveys will be carried on in the Kootenai, Lake and Shoran and through the Ungava and Labrador regions.

Topographic surveys will concentrate on Northern Alberta and Northwest Territories, British Columbia where the search for oil and gas has increased the need for accurate maps.

Coastal waters in Ungava Bay, Hudson Strait and along Labrador will be charted. Surveys will be taken of the east coast of Newfoundland for making charts to replace the century-old charts now in use, F.G. said.

## Indian Population Up 10,000 in Canada

OTTAWA—Canada's Indian population has increased 10,000 since the last Indian census four years ago, a spokesman for Indian Affairs disclosed.

Figures in 1949 showed the country's Indian population at 136,000. Today it is nearly 146,000.

According to the last report, Ontario had the largest number of Indians, 34,500; British Columbia was next with 28,000, while Prince Edward Island had only 270 Indians listed.

## THE PICTURE TELLS THE STORY

In almost every Canadian community, meetings are held by church, school, club or associations for the purpose of improving local conditions in neighborhood or school, showing films or slides, or discussing health or welfare subjects. It can make an excellent contribution to a group's welfare work. These films, if properly introduced and discussed, can give a message across more clearly and forcefully than a lecture. Films and slides are produced by the Department of National Health and Welfare on a wide variety of health subjects and are made available to most provincial departments of health.

The first films in Scotland were made from uncut pieces of tartan, two yards wide and four to six yards long.

## Farmers Will Vote Despite Harvesting Operations

TORONTO—The federal election Aug. 10 will come in the middle of the grain harvest, but it is not expected many farmers will be kept from the polls, a farm spokesman said.

J. A. Ferguson of Port Stanley, Vice-President of the Ontario Federation of Agriculture, said, "I don't believe we have a mass hysteria about elections during a harvest."

"We've had elections in June and various other seasons when farmers were busy and I didn't keep them from voting," he said.

Main farm activity during the early part of August is harvesting of grain crops.

## INDUSTRIAL CENTRE

WINNIPEG—Winnipeg was Western Canada's most heavily industrialized city in 1952, according to the industrial development board of the city of Winnipeg. A total of 34,539 persons were employed in manufacturing here, equal to 87 per cent of the population.

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"That may be, but I'm thinking of taking my granddaughter."

"A woman went to stay with a friend who lived in a rather primitive cottage. As she was preparing to retire, the hostess asked her what she thought of the place."

"I was about your build, and I was about your age."

"Did he have on a flannel shirt?"

"Yes."

"With red and white checks?"

"No, it was plain grey."

"Accepted the door?" "Nope, it wasn't me."

At a seaside boarding-house on a busy street, a waiter at the front desk, wearing a white apron, was talking to a man who was sitting at a table.

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## Funny and Otherwise

"I didn't like the look of that pretty maid you engaged, so I discharged her this afternoon," said Mr. Brown.

"Before giving her a chance," asked her husband.

"No, before giving you one."

A passer-by stopped to give two boys a ride on his back.

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## WHAT OTHER PAPERS ARE SAYING:

Residents south of the track in Stoughton, Quebec, are having a bad time. The pictures were very clear and the sound was very good. We sincerely hope in the near future we will be able to give more details.—The Prairie Optimist, Gravelbourg, Sask.

Two town ladies were seen heading off on Monday. Ernie said "they should be back in a couple of days, darn the luck!"—The Sun, Victoria, B.C.

While driving from Saskatoon, an Evesham farmer was attacked and severely stung by a large bee which he found in at the back of his car.

Down. After a fierce struggle the bee was finally ejected.

The other occupants of the car did nothing when they heard the driver's cry. The bee probably had rabies and that his stinging would undoubtedly bring on an attack of hydrophobia, said the doctor.

We were glad to note Sunday that no signs of madness had yet appeared.—The Times, Maclean, Sask.

Indian Chiefs Have Exclusive Club in Alberta

CARDSTON, Alta.—One of Canada's most exclusive clubs is the Kainai chieftainship, restricted to 25 members, all honorary chiefs of the Blood Indians of southwestern Alberta.

Formed in 1880, the organization meets only twice a year and is composed of notable public figures.

One of the chiefs, James Alexander, British federal minister, says the object of the Kainai chieftainship is to "preserve all the fine traditions of the Bloods, to broaden their knowledge so that they may, through an advanced system of Indian education, achieve that high level of citizenship for which they are so eminently qualified."

Earl Alexander's Indian name is Pit-Cro-Kon which means Chief Eagle Head.

Literally speaking, Kainai means "many chiefs," but the accepted name in the Blood tribe's language is the name of a Blood chief who lived in the area.

When the chieftainship was formed, it absorbed those who had been made honorary chiefs by the Bloods earlier. These included the Duke of Windsor who was made a chief in 1919 while he was Prince of Wales.

The one vacancy open now is being held by Hon. C. D. Howe, federal trade minister.

Members of the non-sectarian and non-political body include the Earl of Beaulieu, former governor-general of Canada, Rod Cameron, Hollywood cowboy star, and Senator W. A. Buchanan, publisher of the Lethbridge Herald.

Eat Right—Live Right—Feel Right

## LEARN TO SWIM

The third of a series of four articles by Bevan Lawson, Saskatchewan Director of Swimming and Water Safety for the Canadian Red Cross.

Well, last week we had you Slithering, Sand Crawling and Dog Paddling. If you had a chance to try it every day you should be getting quite used to the water by now and ready to learn something new. Keep practicing with the breathing exercise.

Back Float

Every swimmer should be able to swim on his back. It is an excellent way to rest when you get winded. Who knows—some day you may save your own life because you can swim on your back.

First of all, you must learn to lie flat on your back in the water. This is not so easy as it sounds. It is a good idea to practice this in shallow water.

Next, you must learn to keep your head above water. This is done by keeping your mouth open and your nose above water.

Then, you must learn to keep your arms and legs straight. This is done by keeping your arms straight and your legs straight.

Finally, you must learn to breathe. This is done by taking a deep breath before you get into the water.

Now you are ready to learn the back float. This is done by lying flat on your back in the water, with your head above water and your arms and legs straight.

Keep your mouth open and your nose above water. Breathe in and out through your nose. This will keep you from getting winded.

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foot. Keep going, left-right, right-left—soon you won't touch the bottom with your toes and you will be kicking your way along on your back. Don't kick too hard or lift your legs out of the water.

Finning On Back

After you have learned to kick your feet up and down steadily you are ready to learn to "fin" the water. This is an easy movement to learn. Lie on your back on the beach, with your arms and legs straight. With your hands up the sides of your legs, pull your fingers away from your body and push sand towards your feet. Repeat this at a steady slow speed. This movement is like taking your hands out of the side pockets of jeans or pants and slapping the water just as you duck your head under. Try it. Keep your hands up the sides of your head back. See the picture.

Duck Diving

This is fun, for you can Duck Dive and pick up pebbles in shallow water. Start the same as you do for a Jelly Fish float, only you give a spring kick to the water just as you duck your head under. Try swimming under water after a Duck Dive.

Next week we will tell you how to turn around, turn over, and other stunts for you to have fun doing. Be sure to swim only in safe places and with someone who can help you in case of trouble. Don't ever take liberties with the water.

Helpful Hints

The ruga can be prevented from curling at the corners by sewing a piece of haircloth about six inches square to the underside of each corner.

Before covering the flower pots with colorful crepe paper, apply one or two thicknesses of oiled paper. This will keep the crepe paper from becoming unhealthily and discolored.

To prevent the grease from splattering and popping when frying any food, sprinkle a little flour in the fryer pan.

If a white or light garment has turned yellow soak in lukewarm water for 15 minutes then use a bleach, following the directions on the package.

## OUR COMPLETE SHORT STORY—

## IN THE SPRING

By KERRY WOOD

SLOWLY he took up the pen. He stared at the blank sheet a moment, his lean dark face reflecting the emotional turmoil. Then he swiftly wrote the traditional heading: Last Will and Testament. The finality of the words made him pause and stare out at the miracle of another springtime. But his mood was somber.

The bequests shouldn't take long he thought, listing his few relatives and allotting his possessions impartially.

But what about Lucy? Ah, yes—Lucy! The way she smiled, with her eyes full of sparkling lights. Her laughter which came so often. Yet she knew when to be serious, too. Lucy was a loyal one, dependable at all seasons. It was too bad that she hadn't seen much of her lately.

"I'll put her name down," he decided, pleased with the decision. He wrote busily.

The pleasant interlude was finished. Again the sharply chiselled features revealed inward trouble. What about Jennifer?

He shook his head, his mouth hardening. No need to mention her at all.

Yet it was really Jennifer who had caused him to take this step. Just as it was with her lazy eyes, screened so skilfully to convey so much ably meant and her full lips, so revealing and yet so demanding. She was slow to laugh, and her laughter

often hurt—this last time, it had hurt deeply. Not that he would not write Jennifer's name in this document.

Now, "Directions for the funeral."

He wrote the four words and stared at them solemnly. They recalled memories of funerals he had attended, each with its own poignant sadness.

His mother's death, then his sister's, and Jimmy Dowler, Millie Posa, Bart Donomey. The fearful people, the cloying smell of flowers, and the organ quavering a dirge.

A music meant a great deal to him. At evening he loved to finger the piano, finding peace in the chorused melody. Often he turned to the phonograph, playing records that suited his mood. His tastes were well-known, his enthusiasm varied.

He liked piano classics, old folk airs, the primitive throes of Latin American music. But best of all were the full-bodied symphonies.

"I'll even direct what music they're to play—They can use records from my collection and play them on my machine. Of course, a real orchestra would be best."

His face became wistful. He had never attended a symphony concert. The farm was so far from the music centres, and time and money—As compensation, there had been the magical presence of the radio and its beloved records.

He brusquely dismissed the orchestra idea; records would do. He grinned as he thought about an album, recordings by a vivacious Brazilian orchestra. He almost laughed, picturing the effect.

Then he came over the paper.

"Play the latter end of Beethoven's Pastoral Symphony, starting with the Holly Gathering of Country Folk and ending with Gladiolus and Thankful Feelings after the Storm."

That would be ideal, since he was a farmer. It pleased almost everyone, too.

That settled, he wrote swiftly: "Bury me in the lovely glade beneath Berry Hill on the back part of the farm, just about the brook. Don't bother about a headstone, but plant a young maple. Some of my earthlings remain well into its growth and every spring I'll be reborn again."

Pleased, he read over the document and signed it with a flourish. He felt better; a lot better.

"Now I can forget about it. After all, if I last the normal span, there's still another 40-odd years ahead of me!"

He began whistling the love song from Schubert, but stopped abruptly when he remembered that the flirtatious Jennifer had just broken his heart with her cruel laughter when she said so.

Eagerly, he reached for his rod and reel.

"If I could call for Lucy on the way, too—it'll be good to see her."

Whistling the love song, the young man hurried across to the neighbouring farm.

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Do You Know That...

A bald eagle's nest may weigh as much as a ton, for the eagle adds to the nest each year.

Some 57,500 electric food mixers with a factory selling value of \$1,883,300 were manufactured in Canada in 1952.

Send us your RAW WOOL, WASHED WOOL, SOFT KNITTED WOOLLENS, WOVEN WOOLLENS, HARD-KNITTED WOOLLENS and COTTONS in exchange for beautiful big WOOLLEN BLANKETS at surprisingly small cost.

Satisfactory work and delivery guaranteed. Ask for our NEW Folder showing how we can save money for you on your woolen needs.

BRANDON WOOLLEN MILLS CO. LTD.

BRANDON, MANITOBA

THE TILLERS

Now and I are going to town, MAMMA, and I'm taking a little BESSIE!

LET'S GO MAN! BUT, PAPA, I CAN'T GO! I'M TAKING A LITTLE BESSIE!

HE SAID A STIFF GOOD-BYE TO HIS WIFE AND TOOK HIS LITTLE BESSIE TO TOWN!

THE TILLERS

THE TILLERS

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THE DUKE OF EDINBURGH, husband of Queen Elizabeth, who observed his 32nd birthday on June 10. In this most recent picture, taken in the Throne Room at Buckingham Palace following the 2nd Centenary ceremonies, the Duke wears the dress uniform of Admiral of the Fleet.

### Berry-Pickers Excursion In Operation Again

The annual berry-pickers excursion from Alberta and Saskatchewan to British Columbia is again under way, with one of the largest berry crops in the history of the Fraser Valley in prospect.

L. J. Hutchinson, Director of the provincial farm labour division, said the excursion fares are the same as last year. The single one-way fare to B.C. is \$10.00 and the fare home is \$15.75 making a total of \$15.75.

Recruiting of berry-pickers, women of at least 18 years of age, is being done through National Employment Service offices in Regina, Moose Jaw, Swift Current, Yorkton, Saskatoon, Prince Albert and North Battleford.

Those who obtain tickets independently will have no basis for obtaining refunds.

Although it is hoped excursionists will remain in B.C. until the berry harvest is completed, Mr. Hutchinson said teachers and others who have reason to do so will be able to return at reduced fares any time after August 15. The return limit is November 30.

Agricultural experience is an asset in the work but is not necessary. Batching quarters are supplied at each berry farm.

Further information is available from Agricultural Representatives or offices of the National Employment Service.

The Smoky River which flows 245 miles from the Rockies to the Peace River was discovered by Mackenzie in 1792.

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## Skin Specialist Gives Facts About Sunburn And Its Care

Sunburn is every bit as much a real burn as you might get by touching something that is too hot, warns Dr. R. Koser Schachter, Toronto skin specialist. The sun is good for people, both in producing vitamin D (which is essential for bone and joint health) and in providing a pleasant relaxation, but it must be taken in moderation.

In the latest issue of Health magazine, Dr. Schachter gives brief answers to a list of questions about sunburn and its care. Here are her answers:

Can sunburn lead to serious consequences, or is it simply a temporary uncomfortable experience?—Yes, if caught early. With each burn there is damage produced, depending upon the severity of exposure. One may end up with atrophy or skin pigment, degeneration, and freckle-like lesions, so-called "sailor's skin".

Can sunburn produce skin cancer?—Repeated and chronic damage may eventually lead to skin cancer.

When is sunburn serious enough to warrant visiting a physician?—If there are bad blisters and/or if the person has such symptomatic complaints as headache, nausea and vomiting.

What is the best way to give first aid to a badly burned back?—A simple jelly will help if there are no blisters. If there are blisters use a cold compress and a jelly such as vaseline.

Is there such a thing as a commercial preparation that can be applied to the skin to prevent burning?—A preparation containing para-aminobenzoic acid or esters to screen out the short burning rays of the sun and allow the longer tanning rays through is the most satisfactory in date.

Are some parts of the body more susceptible to sunburn than others?—Yes. Prominent parts, such as the nose, and mucous membranes, such as the lips, are particularly susceptible.

Dores overexposure to the sun affect the hair and the eyes as well as the skin?—Hair becomes dry, brittle and the hair of the sun may produce cysts and even a conjunctivitis.

Are children's skins more sensitive to the burning rays of the sun than adults?—Yes. Their bodies have not the protective layers of pigment, and their heat-regulating mechanisms are more sensitive than adults'.

How much exposure to the sun is too much?—Any amount producing redness or swelling—the so-called "erythema dose".

Is it true that fair people burn more readily than those of darker complexion when exposed to the sun?—Yes, because they have not a protective layer of pigment.

Does one burn more or less if the skin is dry or if one is continually in and out of the water as when swimming?—One burns more if in and out of water. In the water there are the added reflected rays of the sun in addition to the direct rays.

Can one stand longer exposure at the end of the summer than first time in the spring?—One may stand longer exposure in the summer because one is more prepared and the sun's rays are less direct.

LIKES TEACHERS EDMONTON.—Canadian school teachers are quieter and more genial than those in Northern Ireland, says 16-year-old Terry Mills, recent arrival from Bangor, Northern Ireland. He's taking matriculation studies here.

CANADA'S HIGHEST Mount Logan in the Yukon, 19,850 feet high, is the highest peak on Canadian territory.

INDIANS GATHER VICTORIA.—Indians from all over British Columbia will attend the opening this autumn of an authentic 16-year-old Terry Mills, recent arrival from Bangor, Northern Ireland. He's taking matriculation studies here.

Over 13 million phonograph records worth more than \$6,500,000 are made in Canada every year.

Hurry! Hurry! Get in on Blue Bonnet Sue's

ALL-CANADIAN Happy Holiday Contest

Make this year's holiday the most wonderful event! Here's your opportunity to win cash and merchandise that'll make your vacation one to remember!

WONDERFUL PRIZES! For 5 consecutive weeks—every week until July 14th—Blue Bonnet Sue's Happy Holiday Contest will be giving away super cash prizes... plus the latest "Comet" Aerograph by the famous McBride bag people... plus 25 Northern Electric's thrilling new "Sportmaster" portable radios! 307 winners in all!

CONTEST IS EASY! All you do, state in 25 words or less why you like Blue Bonnet Sue's Margarine best. Enclose 2 self-addressed stamps with Good Housekeeping Seal of Approval from packages of Blue Bonnets, or facsimiles. Mail with your name and address... and that of your grocer... to BLUE BONNET SUE, HAPPY HOLIDAY, C/O BOX 3120, TORONTO, ONT. Complete contest rules at your grocer's.

GET STARTED TODAY! You can enter every week, as often as you like each week! Place to keep your entries comes right up to the closing date of July 14th!

23 BIG PRIZES EVERY WEEK!

\$1000 cash first prize every week!  
1 \$100 cash prize every week!  
1 \$50 cash prize every week!  
5 \$10 cash consolation prizes every week!

Plus 10 McBRINE "Comet" Aerographs every week! Made from exclusive Duxbury Vapour, with hand-blown lenses, highly scratch-resistant and extremely strong. Light weight, airline-approved, available. Some with McBride bag people! 4-chamber design. Moisture-proof! Made in U.S.A.

Plus 5 NORTHERN ELECTRIC "Sportmaster" portable radios every week! Northern Electric's very latest, latest, latest! 307 winners in all! 4-chamber design. Moisture-proof! Made in U.S.A.

Buy Blue Bonnet Margarine—enter today!

Blue Bonnet-Sue Happy Holiday Contest! P.O. Box 3120, Toronto, Ontario.

Enclosed please find, stated in 25 words or less, my reasons for liking Blue Bonnet Margarine best, plus two self-addressed stamps with Good Housekeeping Seal of Approval from packages of Blue Bonnets, or facsimiles.

My name is \_\_\_\_\_ My address is \_\_\_\_\_ My grocer's name and address is \_\_\_\_\_

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## MASSEY-HARRIS COMBINES TURN CIRCLES on a HILLSIDE

to test features that help you do your  
work better, quicker and at less cost.

To get work done, farming now relies largely upon mechanical equipment. Manpower is scarce and costly and mechanization has been the answer to the farm help problem. Never before has it been possible for a man to do so much, so easily, and so quickly as it is today with up-to-date tractors and power equipment.

That Massey-Harris machines may offer the latest features and advantages in design and construction, research engineers test them by modern stress analysis devices and days and days of operation on the Massey-Harris test track—the first modern full-scale test track for power farming machinery.

## MASSEY-HARRIS COMPANY, LIMITED

Makers of high quality farm implements since 1847

## Town & District

Born to Mr. and Mrs. Geo. Desjar-  
dine a girl.

Mr. and Mrs. K. Brown of New  
Mexico are in town visiting the let-  
ter's sister Mrs. E. Menard and brother  
Ashur Seure.

Mrs. Sam Duncan and children re-  
turned on Tuesday morning's train  
from a visit to Winnipeg.

Bert Robinson has been confined to  
the Holy Cross Hospital, Calgary for  
some days past owing to illness.

Mrs. Hugh James is at present in  
the Bassano hospital.

Mr. and Mrs. N. Ridell, Mr. and  
Mrs. E. Holland and girls spent Sun-  
day at Three Hills visiting friends.

Mrs. Geo. McElean who recently un-  
derwent an operation in a Calgary  
hospital is reported to be doing well.

Mr. and Mrs. Wm. McCallum and  
three children arrived from Ottawa  
last week to spend about three weeks  
here holidaying. They are the guests  
of the former's parents Mr. and Mrs.  
A. F. MacCallum. Bill is with the  
R.C.A.F. and will soon be leaving for  
the Old Country and will be absent  
for about a year. His family will re-  
main in Canada.

The Gleichen baseball club is estab-  
lishing something of a record for de-  
fects this year. Last week Rosehart  
beat them 18-2 and on Sunday Ogden  
beat them 10-0.

Why do so many writers consistently  
insert the word "but" where it  
doesn't belong, and where it prevents  
conveying the very opposite meaning  
to the one intended? Here are a few  
examples:—"There is no question but  
that all men must work." "There  
is little doubt but that public opinion  
forced the return of the equipment to  
the owner."

## INTO THE SUDS AND OUT

Do you have hard water? If so,  
synthetic detergents (synyls for-  
short) may answer your problem,  
states Mrs. V. G. Macdonald, Director  
of Home Economics Extension Ser-  
vice, Alberta Department of Agricul-  
ture. Synyls are the soap manu-  
facturers' answer for hard water. They  
do not combine with the minerals in  
hard water to form scum and curd.  
When soap is used in hard water some  
soap-formed curd remains in the  
clothes no matter how carefully you  
rinse them. These make white clothes  
gray and dingy and colored clothes  
dull.

Your choice of synyl or a soap  
should depend on two things: 1. How  
hard your water is, 2. The kind of  
washer you have.

If your water is soft or is softened  
by a water softener system, soap will  
do an excellent job. If you soften  
your water with a packaged softener  
be sure to soften both the wash water  
and rinse water, otherwise the soap  
suds carried into the rinse water will  
form a curd and give you a gray wash.  
If your water is hard and you have no  
means of softening it synyls are the  
answer.

Good results in laundering depend  
on the selection of the proper soap  
or synyl and its use in relation to the  
fabric and the type of soil to be re-  
moved. Synyls are of a type gen-  
erally mild for fine fabrics and dishes, e.g.  
Breeze, Dift and Vel; and heavy  
duty or all-purpose, for removing  
heavier soil, e.g. Cheer, Fab, Surf,  
and Tide. These all purpose synyls  
contain "builders" which include water-  
softeners, bleaches, fluorescent dyes  
to make clothes appear whiter and  
brighter and substances to hold soil  
in suspension. The proper amount  
of synyl to use in your water will  
have to be determined by experiment.  
Too much synyl is irritating to the  
hands as well as being wasteful and  
hard to rinse out of clothes.

Soaps are also classified according  
to washing action. Lux, Ivory Snow,  
Ivory Flakes and others are pure mild  
soaps for fine fabrics, while Lux,

Oxydol, Rinso, Superuds and others  
contain builders for their heavily  
soiled general laundry.

Manufacturers of the new auto-  
matic washers usually recommend a  
low sudsing synyl for too much suds  
act as a water buffer and keeps the  
clothes from getting clean. For  
other machines either soap or synyls  
may be used. Follow the instructions  
of your washer manufacturer, advises  
Mrs. Macdonald.

Canada has eight rivers over a  
thousand miles in length: Mackenzie,  
Yukon, St. Lawrence, Nelson, Sas-  
katchewan, Peace, Columbia, Church-  
ill.

## LARSEN ELECTRIC

COMPLETE  
ELECTRICAL  
INSTALLATIONS  
Appliances Repairs a  
Specialty  
Radios and Appliances  
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QUESTION: How does cancer  
spread through the body?  
ANSWER: Cancer spreads in three  
ways: (1) Cancer cells may grow  
directly from one tissue to another,  
(2) They may spread through the  
lymph stream; (3) The blood  
stream may carry cancer.  
Know Cancer's Danger Signals—  
Send for free literature by  
writing:  
CANADIAN CANCER SOCIETY  
251 - 7th Ave. E., Calgary, Alta.

# LOOK WHAT YOU SAVE with Chevrolet!



**TIME** . . . Because they're engineered through-  
out with your hauling jobs in mind, Chevrolet  
trucks are easy to load and unload, easy to keep  
in first-class running order. They'll save you  
time and trouble, day in and day out, all the  
year 'round.

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the ground up to provide rugged strength and  
durability well beyond their normal carrying  
capacities, Chevrolet trucks will serve you well  
and faithfully with the minimum of attention  
and maintenance. On all roads and in all  
weathers, you can rely on Chevrolet to see the  
job through!

**FUEL** . . . Chevrolet Advance-Design trucks  
offer you a selection of four famous valve-in-  
head engines with more power and pull than

ever before. All four feature improved Power-  
jet carburetion for easy starts, faster warm-up  
and extra economy at all operating speeds.

**REPAIRS** . . . Built for year-in, year-out  
dependability, Chevrolet trucks will save you  
repair bills all along the line. One of the reasons  
why Chevrolet trucks have proved themselves to  
be the world's leading money makers on any  
hauling job is because of their record for  
dependable, trouble-free operation.

**MONEY** . . . Let your own bank-book show  
you how Chevrolet trucks save you money. See  
your Chevrolet truck dealer — check the com-  
parative values for yourself. You'll understand  
why more people buy Chevrolets than any other  
make!



More people buy... **CHEVROLET TRUCKS**



than any other make!

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